

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	4529007
<b>Application Number:</b>	10798153
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	5548
<b>Title of Invention:</b>	Targeted advertising based on consumer purchasing data
<b>First Named Inventor/Applicant Name:</b>	Edward A. Ludvig
<b>Customer Number:</b>	22801
<b>Filer:</b>	Beatrice L. Koempel-Thomas/Cherri Simon
<b>Filer Authorized By:</b>	Beatrice L. Koempel-Thomas
<b>Attorney Docket Number:</b>	MS1-1829US
<b>Receipt Date:</b>	29-DEC-2008
<b>Filing Date:</b>	10-MAR-2004
<b>Time Stamp:</b>	15:49:50
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$1920
RAM confirmation Number	941
Deposit Account	
Authorized User	

### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
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1	Miscellaneous Incoming Letter	MS1-1829US-EFSWebDep.pdf	68981 d551dc67370254557819b5413c961d1336a6e6	no	1
Warnings:					
Information:					
2	Request for Continued Examination (RCE)	MS1-1829US-RCE.pdf	82116 181eb6203094c2733c2486408084e4ba879d7	no	1
Warnings:					
This is not a USPTO supplied RCE SB30 form.					
Information:					
3		Ms1-1829US-Response.pdf	226974 e75c8936d43c7512784cd284e9318636e4d41c7	yes	21
Multipart Description/PDF files in .zip description					
Document Description		Start	End		
Amendment After Final		1	2		
Claims		3	12		
Applicant summary of interview with examiner		13	13		
Applicant Arguments/Remarks Made in an Amendment		14	21		
Warnings:					
Information:					
4	Rule 130, 131 or 132 Affidavits	MS1-1829US-Dec131DeHeer.pdf	90738 8fce50d8fccc4cd4878ba8970d3e1c4d5a629a773db	no	3
Warnings:					
Information:					
5	Rule 130, 131 or 132 Affidavits	MS1-1829US-Dec132Maples.pdf	61952 40254d1e93774e488f5c6df9c7819c1309c51a1a	no	2
Warnings:					
Information:					
6	Rule 130, 131 or 132 Affidavits	Ms1-1829USDeckBD.pdf	81760 4866ae8e5f1963cd1788a623ed16cd3dd6569e	no	3
Warnings:					
Information:					
7	Miscellaneous Incoming Letter	MS1-1829US-Exhibits.pdf	1121284 e09a28e11613984d0153c8b5c6a23d44dc0712	no	40

**Warnings:****Information:**

8	Fee Worksheet (PTO-05)	fee-info.pdf	32044	no	2
			86716dc8722bfa05dca2019c2bf4f8a16d71c33609		

**Warnings:****Information:**

Total Files Size (in bytes):	1765849
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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.